



APGA MARKETING & SALES TRENDS & TRAINING CONFERENCE

March 29-31, 2016 • Marriott Riverfront • Savannah, GA

TUESDAY, MARCH 29

- 10:00 a.m. **CONFERENCE REGISTRATION & EXHIBIT SETUP**
- 1:00 p.m. **JOINT SESSION: WELCOME**
Rich Worsinger, APGA Chair – City of Rocky Mount, N.C.
Leonard Phillips, SIF Chair – City Utilities of Springfield, Missouri
- 1:10 p.m. **JOINT SESSION: THE MORAL CASE FOR FOSSIL FUELS**
In his best-selling book, Alex Epstein argues that fossil fuels, despite popular perception, have improved every measure of human well-being, from life expectancy to clean water. Believing that the public only hears one side of the story, he discusses how we are programmed to only concentrate on the risks and side effects of fossil fuels rather than their unique ability to provide cheap, reliable energy to a world of seven billion people, most of who are in developing countries and have no access to alternatives.
Alex Epstein
- 2:10 p.m. **JOINT SESSION: NET ZERO ENERGY PANEL**
Hear energy professionals from all facets of the natural gas industry—public and investor owned systems—discuss the net zero energy issue and how it is changing the industry.
Sue Kristjansson – Southern California Gas Company
Rick Murphy – American Gas Association
Rodney Dill – Municipal Gas Authority of Georgia
Moderator: Greg Henderson – Southeast Alabama Gas District
- 3:30 p.m. **NETWORKING BREAK WITH EXHIBITORS – GROUPS SPLIT AFTER THE BREAK**
- 4:00 p.m. **THE ULTIMATE GAS HEAT PUMP**
In this session, you will hear Paul Schwartz of ThermoLift, Inc. share how his company is developing a natural gas air conditioner and heat pump technology that combines heating, air conditioning, and water heating into a single appliance. It can provide a 30-50% reduction in building HVAC costs as well as associated reductions in greenhouse gas emissions.
Paul Schwartz – ThermoLift, Inc.
- 5:00 p.m. **CLOSING REMARKS, DOOR PRIZES & ADJOURNMENT**
- 5:30 p.m. **NETWORKING RECEPTION WITH EXHIBITORS**

WEDNESDAY, MARCH 30

- 7:00 a.m. **CONTINENTAL BREAKFAST WITH EXHIBITORS**
- 8:00 a.m. **WELCOME**
Kim Weaver, M&S Committee Chair – City of Rocky Mount, N.C.
- 8:10 a.m. **ANALYSIS OF SURVEY RESULTS: REALTORS KNOW HOMES, BUT DO THEY KNOW NATURAL GAS?**
Sparks Research will present findings from their survey of realtors across the country. You will learn how much realtors really know about natural gas, and how they influence their buyers and sellers.
Jon Christiansen & John-David McKee – Sparks Research



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- 9:10 a.m. **REACHING THE BUILDER AND INFLUENCING THE APPLIANCE DECISION**
Reaching builders and developers before projects begin is crucial. Finding the intersection of benefiting the natural gas provider, the builder and ultimately the home owner is key. Bryan Davis with Hendley Properties will share his positive experience working with his local municipal natural gas provider on finding that intersection that benefits everyone involved. Additionally, Mike Godwin with First Company will share information on a development he and Bryan Davis are working on together, installing Tankless Aquatherm Combo Heating systems.
Bryan Davis – Hendley Properties
Mike Godwin – First Company
- 9:45 a.m. **NETWORKING BREAK WITH EXHIBITORS**
- 10:15 a.m. **MULTI-FAMILY HOUSING MARKET OPTIONS**
A panel of industry professionals will be discussing the various aspects of the multi-family market; successful projects and various products and new technologies that will assist with this increasingly popular market segment with natural gas.
Roger Davis – Integrity Sales & Marketing
John McGriff – The Teal System
Mike Peacock – Rinnai
Scott Ranck – Florida Public Utilities Company
Moderator: Kristi Cheatham-Pettit – Clearwater Gas System, Florida
- 11:30 a.m. **ADJOURN FOR LUNCH (PROVIDED)**
- 1:00 p.m. **M&S AWARD WINNERS**
Digital Marketing & System Growth: City of Tallahassee Natural Gas, Florida
Consumer Education: City of Charlottesville, Virginia
- 1:50 p.m. **LOOK CLOSER: DIRECT-USE OF NATURAL GAS MARKETING CAMPAIGN & HOW APGA MEMBERS ARE USING IT**
Andy Crabtree, founder of Crabtree Ink, will provide an overview of the Look Closer marketing campaign he developed for APGA to promote the direct-use of natural gas. Following Andy's overview, APGA members will showcase how they are using the Look Closer materials in their communities. At the end of the session, attendees will vote on their favorite use of the Look Closer campaign.
Andy Crabtree – Crabtree Ink
Members Using the Look Closer Campaign
Moderator: Kim Weaver – City of Rocky Mount, N.C.
- 2:40 p.m. **NETWORKING BREAK WITH EXHIBITORS**
- 3:10 p.m. **PARTNERING WITH ELECTRIC UTILITIES**
Natural gas utilities today are seeking ways to streamline operations, reduce costs and aid consumers in the conservation of energy, while at the same time providing outstanding customer care and system safety. Electric utilities are no different, and in today's environment, companies are looking for ways to collaborate for their mutual benefit and the benefit of their consumers. Today's panel explores ways electric and natural gas utilities can work together to promote dual fuel technology for energy solutions in the residential market.
Mike Majors – PowerSouth Energy Cooperative
Brad Kimbro – Wiregrass Electric Cooperative
Michael Ohlsen – City of Tallahassee Electric Utility
Moderator: Kevin Murphy – Southeast Alabama Gas District



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- 4:00 p.m. **INTEGRATING ALTERNATIVE FUEL VEHICLES IN EMERGENCY RESPONSE FLEETS**
Emergency planners are beginning to incorporate natural gas vehicles and other alternative fuels into their emergency response fleets, and several communities have already used natural gas vehicles during and after disasters. Cassie Powers will be providing an overview of opportunities for natural gas to be used in emergency preparedness and response activities. She'll review benefits and opportunities for increasing natural gas use in emergency response. Mark Bentley will talk about the supporting role that Clean Cities will take in natural gas in emergency vehicles and Mayor Melton will address how Trussville has incorporated natural gas vehicles into their emergency response fleet.
Cassie Powers – National Association of State Energy Officials (NASEO)
Mayor Gene Melton – Trussville, Alabama
Mark Bentley – Alabama Clean Fuels Coalition
Moderator: Debbie Moore – Okaloosa Gas District, Florida
- 5:00 p.m. **CLOSING REMARKS, DOOR PRIZES & ADJOURNMENT**
- 5:30 p.m. **NETWORKING RECEPTION WITH EXHIBITORS**

THURSDAY, MARCH 31

- 7:00 a.m. **CONTINENTAL BREAKFAST WITH EXHIBITORS**
- 8:05 a.m. **WELCOME**
Nikki Bradley, M&S Committee Vice Chair – Oak Ridge Utility District, Tenn.
- 8:10 a.m. **M&S AWARD WINNERS:**
CNG: Memphis Light, Gas & Water, Tennessee
Advertising: Okaloosa Gas District, Florida
- 9:00 a.m. **THE FUTURE OF NATURAL GAS VEHICLES**
This session will focus on the light duty side of natural gas vehicles, the current state of the market, as well as some trends and technology.
Paul Shaffer – Westport
- 9:50 a.m. **CLOSING REMARKS, DOOR PRIZES & ADJOURNMENT OF MSTTC**
- 10:00 a.m. **BONUS SESSION: GAS 101: WELLHEAD TO BURNER TIP**
The Gas 101 program was designed as a "goodwill" effort for the natural gas industry by Ed Young Sales Company and Magnolia River. This introductory Natural Gas Industry Overview focuses on "Understanding How the Natural Gas Delivery System Works" to "The Components & Systems of Natural Gas Transmission and Distribution"... basically Wellhead to Burner Tip.
David Love & Randall Hackworth – Magnolia River
Ed Young & Mike Javon – Ed Young Sales Co.
- 12:00 p.m. **ADJOURN**